



# SILVIA CAPPELLI

Marketing Communications & PR /Content Editing /Translations  
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## HIGHLIGHTS

- Italian native speaker with a BA Honour in English and linguistics
- 15+ years of international marketing experience
- Cross-Media communications & content strategies (print & digital)
- Multilingual content production and adaptation
- Strong writing skills in Italian and English
- Strong translations skills English > Italian / Italian > English / French > Italian
- Excellent command of German and French
- MA in Multimedia Content Design

## CAREER HISTORY

### Jan. 20 - up to now

#### Freelance – Florence

COMMUNICATOIN STRATEGIST, CONTENT EDITOR AND TRANSLATOR

#### The Export Portal (B2B Online Trading Platform - USA)

Content ambassador, contributing articles about export trends, logistics & supply chain related topics for the blog (blog.exportportal.com)

#### Studio A&C (Advertising & Communication Agency - Florence)

Content strategist, writer and translator across several projects and media

#### Cargo Start (IT Provider for the air cargo industry – Rome)

Communications consultant for launching the brand internationally

### 2002-2019

#### Swiss WorldCargo –Air Cargo Division of Swiss International Air Lines – Zurich

#### 2016 -2019

SENIOR EXECUTIVE CONTENT MARKETING & DIGITAL MEDIA

Conceptualized and implemented a B2B content strategy that strengthened the brand reputation online and leveraged the integration of digital channels as communication tools

#### 2010-2016

SENIOR EXECUTIVE PR & COMMUNICATONS

Translated the communication strategy into effective, targeted media relations activities that enlarged the brand's press coverage and I acted as managing editor for the customer magazine "Cargo Matters

#### 2006-2010

MARKETING COMMUNICATONS OFFICER

Executed a direct e-mail marketing (DEM) strategy and coordinated customer communication acr

#### 2003-2006

INTERNAL COMMUNICATONS OFFICER

Implemented a pull communication strategy by coordinating the launch of the division's intranet page and managed the main internal communication activities

#### 2002-2003

JUNIOR COMMUNICATONS OFFICER

Participated in the definition and implementation of the brand identity and of all the marketing communication & PR tools and processes in the start-up phase of the company

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## 2001-2002

**OS - Organizzazioni Speciali** – Division of **Giunti Gruppo Editoriale** – Florence

WEB EDITOR

Scoped, scripted and edited content for implementation on the distance learning platform progettotrio.it

## 1998-2000

**Studio A&C** – Advertising & Communication – Florence

FREELANCE COPY WRITER AND TRANSLATOR

Participated in the creative concept of advertising campaigns, wrote and edited copy across a variety of advertising, PR and marketing collaterals

## Summer 1996

**Council on International Educational Exchange - Columbia University** – New York

ARRIVALS ASSISTANT

Coordinated participants within the exchange programme "Work & Travel USA 1996"

## 1992-1998

**Promo Leader Service** - PCO - Professional Congress Organiser - Florence

CONFERENCE PLANNER

Supported in all the activities related to the organisation of medical conferences (free-lance basis)

## 1990-92

**Morgan Music** – Concerts Promoter - Florence

PROMOTION AND PRODUCTION ASSISTANT

Supported in all the activities related to the promotion and production of concerts

## EDUCATION

2000

**Università degli Studi di Firenze & Rai Radio Televisione Italiana** - Florence

MASTER IN MULTIMEDIA CONTENT DESIGN - Post Graduate Programme in multimedia content planning and design

**Internship at YAHOO! Italia** - Milan

PR & External Relations

1990-1997

**Università degli Studi di Firenze - Facoltà di Lettere e Filosofia** - Florence

LAUREA IN LINGUE E LETTERATURE STRANIERE MODERNE - University degree in Modern Languages

Major in English Language and Literature – Final grade: 110/110

1982-1987

**Istituto Tecnico per il Turismo "Marco Polo"** - Florence

DIPLOMA DI MATURITÀ TECNICA - Diploma of Higher Education in Tourism

Final grade: 56/60

## CERTIFICATES AND REFRESHMENT COURSES

2021: TRADOS Studio Basic – Udemy (ongoing)

2020: The Complete Digital Marketing Course – Udemy

2017: Content Strategy for Professionals (Online Course) - North Western University on coursera.org

2013 - 14: PR Training (Zurich) – Swiss International Air Lines

2010-2011: SWISS Leadership Programme (Zurich)

2002-2004: Akab Institut (Zurich) German language – Zertifikat Deutsch (B2)

1999: TOEFL Test (3,5/4)

1988 -1989: Westminster College (London) – English language

# SILVIA CAPPELLI

## LANGUAGES

Italian native speaker, fluent in English, excellent command of French and German

## COMPUTER LITERACY

Excellent working knowledge of MS Office, Wordpress and other CMS tools, DEM tools (Emarsys and MS Dynamix), analytics tools (Google Analytics), good working knowledge of Photoshop. Currently I

## HOBBIES AND PERSONAL INTERESTS

Travelling, hiking, creating writing, fiction, yoga, music and the cinema.

## PERSONAL INFORMATION

Born in Florence (Italy) on 10th August 1968

Lives in Florence (Italy) - Via Boito, 9 – IT-50018 Scandicci (FI)

**Registered at the unemployment office (Centro per l'Impiego) in Scandicci (FI) as of March 2020**